UNITED STATES PATENT AND TRADEMARK OFFICE

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EXAMINER
DISTEFANO, GREGORY A

ART UNIT	PAPER NUMBER
2175	

NOTIFICATION DATE	DELIVERY MODE
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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	Application No.	Applicant(s)
Office Action Summary	09/816,552	IGRA, MARK S.
	Examiner	Art Unit	
	GREGORY A. DISTEFANO	2175	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
  Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on <u>04 November 2010</u>.

2a)☒ This action is **FINAL**.   2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) <u>1-22,24,28 and 30-32</u> is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) <u>1-22,24,28 and 30-32</u> is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All   b)☐ Some * c)☐ None of:

      1.☐ Certified copies of the priority documents have been received.

      2.☐ Certified copies of the priority documents have been received in Application No. _____.

      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☐ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☐ Information Disclosure Statement(s) (PTO/SB/08)
    Paper No(s)/Mail Date _____.

4)☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____ .

5)☐ Notice of Informal Patent Application

6)☐ Other: _____.

DETAILED ACTION

1.   This action is in response to the amendment filed on 11/4/2010.

2.   Claims 1-22, 24-26, 28, and 30-32 are currently pending.

Claim Rejections - 35 USC § 103

3.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for

all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described
> as set forth in section 102 of this title, if the differences between the subject matter sought to
> be patented and the prior art are such that the subject matter as a whole would have been
> obvious at the time the invention was made to a person having ordinary skill in the art to which
> said subject matter pertains. Patentability shall not be negatived by the manner in which the
> invention was made.

Claims 1-22, 26, 28, 32 and 33 are rejected under 35 U.S.C. 103(a) as

being unpatentable over Ferrel et al. (U.S. Patent No. 5,860,073), hereinafter

Ferrel, in view of Brintzenhofe et al. (US 2003/0079177), hereinafter

Brintzenhofe, further in view of Smith et al. (US 5,181,162), hereinafter Smith.

Claim 1:

Ferrel discloses a web page generation method (see Column 1, Lines 5-

7), comprising:

- *defining a master specification* (see Figures 8, 9 and 14; see Column 18,

  Line 63 through Column 20, Line 62 – Ferrel discloses a "master

  specification" in that the multimedia publishing system includes templates

  comprising controls and style sheets) *in a first control section specifying a*

common style (see Figures 8, 9 and 14; see Column 18, Line 63 through

Column 20, Line 62 – Ferrel discloses a "common style" in that the

multimedia publishing system includes style sheets that specify particular

fonts in which to display the content of the web pages*), a common*

navigation arrangement (see Specification of present application at Page

7, Lines 13-14, where the "*navigation arrangement*" is very broadly

defined as "supported transitions between the web pages;" in Ferrel, see

Figures 8, 9 and 14; see Column 18, Line 63 through Column 20, Line 62

– Ferrel discloses a "common navigation" in that the multimedia publishing

system includes a "Page 1" format layout and a "Page 2" format layout so

that the online newspaper has a distinctive "look and feel" that "supports

transitions" between the pages; moreover, the online newspaper layouts

disclosed in Ferrel will include "common navigation arrangements" so that

users can easily navigate between the different pages and sections of the

newspaper), *and common content placement for each resultant web page*

to be generated (see Figures 8, 9 and 14; see Column 18, Line 63 through

Column 20, Line 62 – Ferrel discloses "common content placement" in

that the multimedia publishing system includes controls that specify the

particular content to be displayed on the web pages and where to display

said content on said pages);

- *defining a first subordinate content specification* (elements 460-466,

Figure 8) *specifying first content of a first resultant web page* (the story

objects include the "first content"), *referencing in a second control section*

the master specification for style, navigation and content placement (see

Figures 8, 9 and 14; see Column 18, Line 63 through Column 20, Line 62

– Ferrel discloses this limitation in that the story object references the

associated control and the corresponding style sheet to determine the

"style" in which to display the content, to access the formatting provided by

the style sheets and to determine what content to display on the web page

and where to display said content on said page; moreover, in Column 16,

Lines 56-60, Ferrel referenced a copending application, now US Patent

6,230,173, which discloses the authoring and processing of "content

objects;" US 6,230,173, also invented by Ferrel, expressly discloses: 1)

the content objects reference style sheets before being rendered on the

page, and 2) when content objects are authored, they are given formatting

tags that link them to the appropriate style sheets; thus, Ferrel discloses a

"subordinate content specification referencing the master specification for

style, navigation and content placement");

- *defining a second subordinate content specification* (elements 470-474,

  Figure 8) *specifying second content of a second resultant web page* (the

  story objects includes the "second content"), *referencing the master*

  specification for style, navigation and content placement (as indicated in

  the above discussion, Ferrel discloses this limitation); *and*

- *generating said first and second resultant web pages with said first*

  contents being placed and styled in accordance with said common content

  placement, said first and second resultant web pages having said

common navigation arrangement specified by said master specification

(see Figures 8, 9 and 14; see Column 18, Line 63 through Column 20,

Line 62 – Ferrel discloses this limitation as clearly indicated in the cited

figure and text).

- *wherein said first control section of said master specification comprises at*

  least one variable control, and said second control section of said first

  subordinate web page specification supplies a control value for one of said

  at least one variable control (see Fig. 6, #362 and column 17, lines 36-42),

- *wherein said first subordinate web page specification further specifies*

  other control information in said second control section (see Fig. 6, #362

  and column 17, lines 36-42).

- *said generating of said first resultant web page further comprises merging*

  said other control information into said first control section, (see Fig. 6,

  #362)

This teaching of Ferrel is interpreted to encompass applicant's limitations in

that the "caption control" #362 is that of a "first control section of said master

specification comprising at least one variable control". The value for the caption

control is than supplied by the first subordinate content specification, thus, the

"first subordinate specifications" specifies the control information.

However, Ferrel fails to expressly disclose the subordinate content

specifications comprising subordinate styles and the pages are generated by

merging the subordinate style and the common style. Brintzenhofe teaches

the following:

- *defining a first subordinate content specification comprising a first*

  subordinate style, (pg. 10, paragraph [0118]), i.e. the content facet

  contains a property named text which has a value a pointer to a text string

  containing the text for the footer. The design facet for this footer

  component includes the properties Text Face, Text Attribute, Justification

  and Relative Size;

- *defining a second subordinate content specification comprising a second*

  subordinate style, (pg. 10, paragraph [0118]), i.e. the content facet

  contains a property named text which has a value a pointer to a text string

  containing the text for the footer. The design facet for this footer

  component includes the properties Text Face, Text Attribute, Justification

  and Relative Size;

- *generating said first and second resultant web pages with said first*

  contents being placed and styled in accordance with said common content

  placement and a first merged style that comprises the first subordinate

  style merged into the common style, and said second content being

  placed and styled in accordance with said common content placement and

  a second merged style that comprises the second subordinate style

  merged into the common style, (pg. 10, paragraph [0118]), i.e. the media

  facet for this component includes the properties X Position, Y Position,

  Width and Height, which help to define the geographical region on a page

where this footer may appear (further see Brintzenhofe's teaching in page

2, paragraphs [0011] – [0014] for discussion on automatic rendering of

pages).

The examiner interprets Brintzenhofe's teaching of a content facet with an

associated design facet to encompass applicant's "subordinate content

specification comprising a first subordinate style". As may be seen in

Brintzenhofe 's Fig. 7, the design facet contains properties such as text face and

text attributes. The media facet describes the position, therefore layout, of the

different components. Therefore, upon rendering the component, Brintzenhofe's

method merges the design facet (part of the subordinate content specification)

with the media facet thus creating a merged style.

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to have modified the content of Ferrel with the content and

design facets of Brintzenhofe. One of ordinary skill in the art would have been

motivated to have made such modifications because both Ferrel and

Brintzenhofe are analogous art in the field of automatically generating pages

using content and layouts.

Furthermore, Ferrel does not explicitly teach that the common style comprises

variable controls, the first subordinate style specifies first subordinate control

values, and the first subordinate control values are supplied to the variable

controls. Smith teaches the following:

the common style comprises variable controls. See column 14, line 50 –

column 15, line 53 where Smith contains a layout object which specifies the

overall layout of a newspaper web site but does not specify certain attributes of

objects within the layout;

a first subordinate style specified as first subordinate control values. See

column 16, lines 22-59 where Smith describes a content object which may be, for

example, text content. This content object may further specify subordinate

control values such as background color, foreground color, etc., Furthermore

see #12 External Reference which may be interpreted as a type of "control"; *and.*

It would have been obvious to have further modified the page generation

method of Ferrel in view of Brintzenhofe with the data objects of Smith. One of

ordinary skill in the art would have been motivated to have made such further

modifications because as both Ferrel and Smith are methods of applying content

to a layout. Furthermore, both Ferrel and Smith discuss possessing a font

attribute, the modification of Ferrel would than possess said attribute in the

content file as opposed to the style sheet.

Claim 2:

Modified Ferrel discloses the method of Claim 1, wherein said defining of

a master specification specifying a common style comprises specifying a

reference to a style definition (see Figures 8, 9 and 14; see Column 19, Lines

8-11 – Ferrel discloses a "reference to a style definition" in that the templates

include controls that reference style sheets; these style sheets specify the

fonts to be used when displaying the content on the web pages).

Claim 3:

Modified Ferrel discloses the method of Claim 1, wherein said defining of

a master specification specifying a common navigation arrangement

comprises specifying a reference to a navigation arrangement (see Figure 8;

see Column 19, Lines 8-11 – Ferrel discloses a "reference to a navigation

arrangement" in that the templates include controls that reference style

sheets; these style sheets specify the "Page 1" format layout and the "Page 2"

format layout to be used when displaying the content on the web pages).

Claim 4:

Modified Ferrel discloses the method of Claim 1, wherein said defining of

a master specification specifying a common content placement comprises

specifying said content placement within said master specification (see Figure

8; see Column 19, Lines 8-11 – Ferrel discloses "specifying said content

placement within said master specification" in that the templates include

controls that reference style sheets; these style sheets specify what content

to display on the web pages and where to display said content on said

pages).

Claim 5:

Modified Ferrel discloses the method of Claim 1, wherein each of said defining of a first and a second subordinate content specification specifying first and second content of a first and a second resultant web page is made using a markup language having language elements for specifying control information in a control section, and said referencing of the master specification comprises specifying a reference to said master specification in said control section (see Figure 8; see Column 19, Lines 36-50 – Ferrel discloses "using a markup language to specify control information in a control section" and "specifying a reference to said master specification in said control section" in that the story objects are HTML documents that reference style sheets to retrieve formatting information).

Claim 6:

Ferrel discloses a web page generation method (see Column 1, Lines 5-7), comprising:

- receiving a master specification (see Figures 8, 9 and 14; see Column 18, Line 63 through Column 20, Line 62 – Ferrel discloses a "master specification" in that the multimedia publishing system includes templates comprising controls and style sheets) defining a common design for resultant web pages to be generated (see Figures 8, 9 and 14; see

Column 18, Line 63 through Column 20, Line 62 – Ferrel discloses a

"common design" in that the multimedia publishing system includes

templates comprising controls and style sheets), specifying in first control

section common content placement (see Figures 8, 9 and 14; see Column

18, Line 63 through Column 20, Line 62 – Ferrel discloses "common

content placement" in that the multimedia publishing system includes

controls that specify the particular content to be displayed on the web

pages and where to display said content on said pages) and at least one

of common style (see Figures 8, 9 and 14; see Column 18, Line 63

through Column 20, Line 62 – Ferrel discloses a "common style" in that

the multimedia publishing system includes style sheets that specify the

particular fonts in which to display the content of the web pages) and

common navigation arrangement for each of said resultant web pages to

be generated (see Specification of present application at Page 7, Lines

13-14, where the "*navigation arrangement*" is very broadly defined as

"supported transitions between the web pages;" in Ferrel, see Figures 8, 9

and 14; see Column 18, Line 63 through Column 20, Line 62 – Ferrel

discloses a "common navigation" in that the multimedia publishing system

includes a "Page 1" format layout and a "Page 2" format layout so that the

online newspaper has a distinctive "look and feel" that "supports

transitions" between the pages; moreover, the online newspaper layouts

disclosed in Ferrel will include "common navigation arrangements" so that

users can easily navigate between the different pages and sections of the
newspaper);

- receiving a first subordinate web page specification (elements 460-466,
Figure 8) defining first content for a first resultant web page to be
generated (the story objects include the "first content"), specifying said first
content for said first resultant web page to be generated (the story objects
"specify the first content"), and referencing in a second control section the
master specification for content placement and at least one of style and
navigation (see Figures 8, 9 and 14; see Column 18, Line 63 through
Column 20, Line 62 – Ferrel discloses this limitation in that the story object
references the associated control and the corresponding style sheet to
determine the "style" in which to display the content, to access the
formatting provided by the style sheets and to determine what content to
display on the web page and where to display said content on said page;
moreover, in Column 16, Lines 56-60, Ferrel referenced a copending
application, now US 6,230,173, which discloses the authoring and
processing of "content objects;" US 6,230,173, also invented by Ferrel,
expressly discloses: 1) the content objects reference style sheets before
being rendered on the page, and 2) when content objects are authored,
they are given formatting tags that link them to the appropriate style
sheets; thus, Ferrel discloses a "subordinate content specification
referencing the master specification for style, navigation and content
placement");

- receiving a second subordinate web page specification (elements 470-
  474, Figure 8) defining second content for a second resultant web page to
  be generated (the story objects include the "second content"), specifying
  said second content for said second resultant web page to be generated
  (the story objects "specify the second content"), and referencing the
  master specification for content placement and at least one of style and
  navigation (as indicated in the above discussion, Ferrel discloses this
  limitation);

- generating a merged specification in response to receiving a uniform
  resource locator request for the first or the second resultant web pages,
  wherein the merged specification corresponds to a web site that
  comprises the first and second resultant web pages (see column 3, lines
  8-19 – Ferrel discloses that the content is poured into the page when a
  title is displayed on the customer's computer, a customer must first
  request a title before it is displayed; furthermore, see column 33, lines 25-
  45, where Ferrel discloses that content is not reformatted when
  instantiated by the viewer, it is only displayed in various formats by
  referencing the document tags to the linked style sheet); and

- generating said first and second resultant web pages with said first and
  second contents being placed, styled and/or having a common navigation
  arrangement in accordance with said common content placement and at
  least one of said common style and said common navigation arrangement
  specified by said master specification, wherein said first and second

resultant web pages are rendered in accordance with the merged

specification (see Figures 8, 9 and 14; see Column 18, Line 63 through

Column 20, Line 62 – Ferrel discloses this limitation as clearly indicated in

the cited figure and text).

- *wherein said first control section of said master specification comprises at*

   least one variable control, and said second control section of said first

   subordinate web page specification supplies a control value for one of said

   at least one variable control (see Fig. 6, #362 and column 17, lines 36-42),

- *wherein said first subordinate web page specification further specifies*

   other control information in said second control section (see Fig. 6, #362

   and column 17, lines 36-42).

- *said generating of said first resultant web page further comprises merging*

   said other control information into said first control section, (see Fig. 6,

   #362)

This teaching of Ferrel is interpreted to encompass applicant's limitations in

that the "caption control" #362 is that of a "first control section of said master

specification comprising at least one variable control". The value for the caption

control is than supplied by the first subordinate content specification, thus, the

"first subordinate specifications" specifies the control information.

However, Ferrel fails to expressly disclose the subordinate content

specifications comprising subordinate styles and the pages are generated by

merging the subordinate style and the common style. Brintzenhofe teaches the following:

- *defining a first subordinate content specification comprising a first subordinate style*, (pg. 10, paragraph [0118]), i.e. the content facet contains a property named text which has a value a pointer to a text string containing the text for the footer. The design facet for this footer component includes the properties Text Face, Text Attribute, Justification and Relative Size;

- *defining a second subordinate content specification comprising a second subordinate style*, (pg. 10, paragraph [0118]), i.e. the content facet contains a property named text which has a value a pointer to a text string containing the text for the footer. The design facet for this footer component includes the properties Text Face, Text Attribute, Justification and Relative Size;

- *generating said first and second resultant web pages with said first contents being placed and styled in accordance with said common content placement and a first merged style that comprises the first subordinate style merged into the common style, and said second content being placed and styled in accordance with said common content placement and a second merged style that comprises the second subordinate style merged into the common style*, (pg. 10, paragraph [0118]), i.e. the media facet for this component includes the properties X Position, Y Position, Width and Height, which help to define the geographical region on a page

where this footer may appear (further see Brintzenhofe's teaching in page

2, paragraphs [0011] – [0014] for discussion on automatic rendering of

pages).

The examiner interprets Brintzenhofe's teaching of a content facet with an

associated design facet to encompass applicant's "subordinate content

specification comprising a first subordinate style". As may be seen in

Brintzenhofe 's Fig. 7, the design facet contains properties such as text face and

text attributes. The media facet describes the position, therefore layout, of the

different components. Therefore, upon rendering the component, Brintzenhofe's

method merges the design facet (part of the subordinate content specification)

with the media facet thus creating a merged style.

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to have modified the content of Ferrel with the content and

design facets of Brintzenhofe. One of ordinary skill in the art would have been

motivated to have made such modifications because both Ferrel and

Brintzenhofe are analogous art in the field of automatically generating pages

using content and layouts.

Claim 7:

Modified Ferrel discloses the method of Claim 6, wherein said master

specification specifies said common style through a reference to a style

definition (see Figures 8, 9 and 14; see Column 19, Lines 8-11 – Ferrel

discloses a "reference to a style definition" in that the templates include

controls that reference style sheets; these style sheets specify the fonts to be

used when displaying the content on the web pages).

Claim 8:

Modified Ferrel discloses the method of Claim 7, wherein said master

specification specifies said common design employing a markup language

having language elements for specifying control information in a control

section, and said specification of a reference to a style definition comprises

specification of said reference to said style definition in said control section

(see Figure 8; see Column 19, Lines 36-50 – Ferrel discloses "employing a

markup language to specify control information in a control section" and

"specifying a reference to said style definition in said control section" in that

the templates are HTML documents that reference style sheets to retrieve

formatting information).

Claim 9:

Modified Ferrel discloses the method of Claim 6, wherein said master

specification specifies said common navigation arrangement through a

reference to a navigation specification (see Figure 8; see Column 19, Lines 8-

11 – Ferrel discloses a "reference to a navigation specification" in that the

templates include controls that reference style sheets; these style sheets

specify the "Page 1" format layout and the "Page 2" format layout to be used

when displaying the content on the web pages).

Claim 10:

   Modified Ferrel discloses the method of Claim 9, wherein said master

specification specifies said common design employing a markup language

having language elements for specifying control information in a control

section, and said specification of a reference to a navigation definition

comprises specifying a reference to a navigation specification in said control

section (see Figure 8; see Column 19, Lines 36-50 – Ferrel discloses

"employing a markup language to specify control information in a control

section" and "specifying a reference to a navigation specification in said

control section" in that the templates are HTML documents that reference

style sheets to retrieve formatting information).

Claim 11:

   Modified Ferrel discloses the method of Claim 6, wherein said master

specification specifies said common design employing a markup language

having language elements for specifying content in a content section, and

said specification of said common content placement comprises specifying

said content placement in said content section (see Figure 8; see Column 19,

Lines 36-50 – Ferrel discloses "specifying common design by employing a

markup language to specify content in a content section" and "specifying said

content placement in said content section" in that the templates are HTML

documents that specify the particular content to be displayed on the web

pages and where to display said content on said pages).

Claim 12:

Modified Ferrel discloses the method of Claim 6, wherein both of said first

and second subordinate web page specifications specify said first and second

content of said first and second resultant web pages using a markup

language having language elements for specifying control information in a

control section, and each of said referencing to the master specification

comprises specifying a reference to said master specification in the control

section (see Figure 8; see Column 19, Lines 36-50 – Ferrel discloses

"specifying content by using a markup language to specify control information

in a control section" and "specifying a reference to said master specification in

said control section" in that the story objects are HTML documents that

reference style sheets to retrieve formatting information).

Claim 13:

Modified Ferrel discloses the method of Claim 6, wherein:

- said master specification and said first and second subordinate web page specifications express the respective specifications using a markup language having language elements for specifying control information in a control section (see Figure 8; see Column 19, Lines 36-50 – Ferrel discloses "specifying the master and first and second web page specifications by using a markup language to specify control information in a control section" in that the templates and the story objects are HTML documents that reference style sheets to retrieve formatting information; these references to the style sheets in the templates and the story objects are the "control information");

- said specification of at least one of a common style and a navigation arrangement comprises specifying at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification (see Figure 8; see Column 19, Lines 36-50 – Ferrel discloses "specifying at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification" in that the templates are HTML documents that reference style sheets to retrieve formatting information);

- said first and second subordinate web page specifications specify first and second other control information in first and second control sections of the first and second subordinate web page specifications respectively (see Figure 8; see Column 19, Lines 36-50 – Ferrel discloses "first and second other control information in first and second control sections of the first

and second subordinate web page specifications" in that the story objects

are HTML documents that reference style sheets to retrieve formatting

information; these references to the style sheets in the story objects are

the "other control information"); and

- each of said generating of said first and second resultant web pages

  comprises merging said specification of at least one of a reference to a

  style definition and a reference to a navigation arrangement in the control

  section of the master specification and the corresponding one of said first

  and second other control information in the control section of the

  corresponding one of said first and second subordinate web page

  specifications (see Figure 8; see Column 19, Lines 32-35 – Ferrel

  discloses "merging [the specified elements]" in that the story objects are

  fitted onto the templates through use of the style sheets).

Claim 14:

Modified Ferrel discloses the method of Claim 6, wherein:

- said master specification and said first and second subordinate web page

  specifications express the respective specifications using a markup

  language having language elements for specifying control information in a

  control section (see Figure 8; see Column 19, Lines 36-50 – Ferrel

  discloses "specifying the master and first and second subordinate web

  page specifications by using a markup language to specify control

information in a control section" in that the templates and the story objects
are HTML documents that reference style sheets to retrieve formatting
information; these references to the style sheets in the templates and the
story objects are the "control information");

- said specification of common content placement comprises specification
  of a content section whose content is to be included from a referencing
  subordinate web page specification (see Figure 8; see Column 19, Lines
  36-50 – Ferrel discloses "specifying a content section whose content is to
  be included from a referencing subordinate web page specification" in that
  both the templates and the associated story objects reference the
  corresponding style sheets, and the story objects are "poured into" the
  templates upon rendering);

- said first and second subordinate web page specifications specify first and
  second content in first and second content sections of said first and
  second subordinate web page specifications respectively (see Figure 8;
  see Column 19, Lines 36-50 – Ferrel discloses "specifying first and
  second content in first and second content sections of said first and
  second subordinate web page specifications respectively" in that the story
  objects include the content; the examiner notes that this limitation
  essential recites that "the content objects includes the content" to be
  poured into the templates); and

- each of said generating of said first and second resultant web pages
  comprises merging said specification of at least one of a reference to a

style definition and a reference to a navigation arrangement in the control

section of the master specification and the corresponding one of said first

and second other control information in the control section of the

corresponding one of said first and second subordinate web page

specifications (see Figure 8; see Column 19, Lines 32-35 – Ferrel

discloses generating the web pages by "merging [the specified elements]"

in that the story objects are fitted onto the templates through use of the

style sheets).

Claim 15:

Modified Ferrel discloses the method of Claim 6, wherein:

* said first and second resultant web pages are referenced by first and

  second identifiers (see Column 8, Line 12 through Column 9, Line 46 –

  Ferrel discloses an online newspaper comprising templates and story

  objects, both of which are HTML documents, and thus impliedly discloses

  "first and second identifiers" for the story objects);

* said method further comprises receiving said first and second identifiers

  requesting for said first and second resultant web pages (see Column 8,

  Line 12 through Column 9, Line 46 – Ferrel discloses an online newspaper

  comprising templates and story objects, both of which are HTML

  documents, and thus impliedly discloses "receiving requests for the web

  pages" from readers of the online newspaper); and

- at least said generations of said first and second resultant web pages are performed responsive to the corresponding receiving of said first and second identifiers (see Column 8, Line 12 through Column 9, Line 46 – Ferrel discloses rendering an online newspaper comprising templates and story objects, both of which are HTML documents, and thus impliedly discloses "generation of the web pages that is responsive to receiving requests" for the corresponding pages of the online newspaper).

Claim 16:

Ferrel discloses an apparatus for generating a web page (see Column 1, Lines 5-7), comprising:

- storage medium having stored therein programming instructions which, when executed, operate the apparatus to (see Column 10, Line 11 through Column 12, Line 21 – Ferrel discloses this limitation in that the system includes storage that hold the programs used to generate the web pages):
   - receive a master specification defining a common design for resultant web pages to be generated, specifying in a first control section common content placement and at least one of common style and common navigation arrangement for each of said resultant web pages to be generated (as discussed in the above rejection for Claim 6, Ferrel discloses this limitation);

o   receive a first subordinate web page specification defining first

content for a first resultant web page to be generated, specifying

said first content for said first resultant web page to be generated,

and referencing in a second control section the master specification

for content placement and at least one of style and navigation (as

discussed in the above rejection for Claim 6, Ferrel discloses this

limitation);

o   receive a second subordinate web page specification defining

second content for a second resultant web page to be generated,

specifying said second content for said second resultant web page

to be generated, and referencing the master specification for

content placement and at least one of style and navigation (as

discussed in the above rejection for Claim 6, Ferrel discloses this

limitation);

o   generating a merged specification in response to receiving a

uniform resource locator request for the first or the second resultant

web pages, wherein the merged specification corresponds to a web

site that comprises the first and second resultant web pages (see

column 3, lines 8-19 – Ferrel discloses that the content is poured

into the page when a title is displayed on the customer's computer,

a customer must first request a title before it is displayed;

furthermore, see column 33, lines 25-45, where Ferrel discloses

that content is not reformatted when instantiated by the viewer, it is

only displayed in various formats by referencing the document tags

to the linked style sheet); and

- o generating said first and second resultant web pages with said first

  and second contents being placed, styled and/or having a common

  navigation arrangement in accordance with said common

  placement and at least one of style and navigation arrangement

  specified by said master specification, wherein said first and

  second resultant web pages are rendered in accordance with the

  merged specification (as discussed in the above rejection for Claim

  6, Ferrel discloses this limitation); and

- o a processor coupled to the storage medium to execute the

  programming instructions (see Column 10, Line 11 through Column

  12, Line 21 – Ferrel discloses this limitation in that the system

  includes a processor to execute the programs used to generate the

  web pages).

- *wherein said first control section of said master specification comprises at*

  least one variable control, and said second control section of said first

  subordinate web page specification supplies a control value for one of said

  at least one variable control (see Fig. 6, #362 and column 17, lines 36-42),

- *wherein said first subordinate web page specification further specifies*

  other control information in said second control section (see Fig. 6, #362

  and column 17, lines 36-42).

- *said generating of said first resultant web page further comprises merging said other control information into said first control section*, (see Fig. 6, #362)

This teaching of Ferrel is interpreted to encompass applicant's limitations in that the "caption control" #362 is that of a "first control section of said master specification comprising at least one variable control". The value for the caption control is than supplied by the first subordinate content specification, thus, the "first subordinate specifications" specifies the control information.

However, Ferrel fails to expressly disclose the subordinate content specifications comprising subordinate styles and the pages are generated by merging the subordinate style and the common style. Brintzenhofe teaches the following:

- *defining a first subordinate content specification comprising a first subordinate style*, (pg. 10, paragraph [0118]), i.e. the content facet contains a property named text which has a value a pointer to a text string containing the text for the footer. The design facet for this footer component includes the properties Text Face, Text Attribute, Justification and Relative Size;

- *defining a second subordinate content specification comprising a second subordinate style*, (pg. 10, paragraph [0118]), i.e. the content facet contains a property named text which has a value a pointer to a text string containing the text for the footer. The design facet for this footer

component includes the properties Text Face, Text Attribute, Justification
and Relative Size;

- *generating said first and second resultant web pages with said first*
  contents being placed and styled in accordance with said common content
  placement and a first merged style that comprises the first subordinate
  style merged into the common style, and said second content being
  placed and styled in accordance with said common content placement and
  a second merged style that comprises the second subordinate style
  merged into the common style, (pg. 10, paragraph [0118]), i.e. the media
  facet for this component includes the properties X Position, Y Position,
  Width and Height, which help to define the geographical region on a page
  where this footer may appear (further see Brintzenhofe's teaching in page
  2, paragraphs [0011] – [0014] for discussion on automatic rendering of
  pages).

The examiner interprets Brintzenhofe's teaching of a content facet with an
associated design facet to encompass applicant's "subordinate content
specification comprising a first subordinate style". As may be seen in
Brintzenhofe 's Fig. 7, the design facet contains properties such as text face and
text attributes. The media facet describes the position, therefore layout, of the
different components. Therefore, upon rendering the component, Brintzenhofe's
method merges the design facet (part of the subordinate content specification)
with the media facet thus creating a merged style.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified the content of Ferrel with the content and design facets of Brintzenhofe. One of ordinary skill in the art would have been motivated to have made such modifications because both Ferrel and Brintzenhofe are analogous art in the field of automatically generating pages using content and layouts.

Furthermore, Ferrel does not explicitly teach that the common style comprises variable controls, the first subordinate style specifies first subordinate control values, and the first subordinate control values are supplied to the variable controls. Smith teaches the following:

the common style comprises variable controls. See column 14, line 50 – column 15, line 53 where Smith contains a layout object which specifies the overall layout of a newspaper web site but does not specify certain attributes of objects within the layout*;*

a first subordinate style specified as first subordinate control values. See column 16, lines 22-59 where Smith describes a content object which may be, for example, text content. This content object may further specify subordinate control values such as font, spacing, justification, etc.*; and*

wherein the generating comprises supplying the first subordinate control values as the variable controls, (abstract), i.e. an object-oriented document management and production system in which documents are represented as

collections of logical components, or "objects", that may be combined and physically mapped onto a page-by-page layout.

It would have been obvious to have further modified the page generation method of Ferrel in view of Brintzenhofe with the data objects of Smith. One of ordinary skill in the art would have been motivated to have made such further modifications because as both Ferrel and Smith are methods of applying content to a layout. Furthermore, both Ferrel and Smith discuss possessing a font attribute, the modification of Ferrel would than possess said attribute in the content file as opposed to the style sheet.

Claims 17 and 18:

Claims 17 and 18 correspond to Claims 13 and 14, respectively. Thus, Ferrel discloses every limitation of Claims 17 and 18, as indicated in the above rejections for Claims 13 and 14.

Claim 19:

Ferrel discloses an article of manufacture for generating a web page (see Column 1, Lines 5-7), comprising:

- a storage medium (see Column 10, Line 11 through Column 12, Line 21 – Ferrel discloses this limitation in that the system includes storage); and

- a plurality of programming instructions stored in said storage medium to program an apparatus to enable the apparatus to (see Column 10, Line 11

through Column 12, Line 21 – Ferrel discloses this limitation in that the

system includes storage that hold the programs used to generate the web

pages):

- o receive a master specification defining a common design for

   resultant web pages to be generated, specifying in a first control

   section common content placement and at least one of common

   style and common navigation arrangement for each of said

   resultant web pages to be generated (as discussed in the above

   rejection for Claim 6, Ferrel discloses this limitation);

- o receive a first subordinate web page specification defining first

   content for a first resultant web page to be generated, specifying

   said first content for said first resultant web page to be generated,

   and referencing in a second control section the master specification

   (as discussed in the above rejection for Claim 6, Ferrel discloses

   this limitation), deferring to the master specification for content

   placement and at least one of style and navigation (see Column 19,

   Lines 36-51 – Ferrel discloses this limitation in that the story objects

   include formatting tags that represent specific styles but the story

   objects reference the style sheets to receive all formatting

   information such as fonts, etc.);

- o receive a second subordinate web page specification defining

   second content for a second resultant web page to be generated,

   specifying said second content for said second resultant web page

to be generated, and referencing the master specification (as

discussed in the above rejection for Claim 6, Ferrel discloses this

limitation), deferring to the master specification for content

placement and at least one of style and navigation (see Column 19,

Lines 36-51 – Ferrel discloses this limitation in that the story objects

include formatting tags that represent specific styles but the story

objects reference the style sheets to receive all formatting

information such as fonts, etc.);

- o generating a merged specification in response to receiving a

  uniform resource locator request for the first or the second resultant

  web pages, wherein the merged specification corresponds to a web

  site that comprises the first and second resultant web pages (see

  column 3, lines 8-19 – Ferrel discloses that the content is poured

  into the page when a title is displayed on the customer's computer,

  a customer must first request a title before it is displayed;

  furthermore, see column 33, lines 25-45, where Ferrel discloses

  that content is not reformatted when instantiated by the viewer, it is

  only displayed in various formats by referencing the document tags

  to the linked style sheet); and

- o generate said first and second resultant web pages with said first

  and second contents being placed, styled and/or having a common

  navigation arrangement in accordance with said common

  placement and at least one of style and navigation arrangement

specified by said master specification, wherein said first and

second resultant web pages are rendered in accordance with the

merged specification (as discussed in the above rejection for Claim

6, Ferrel discloses this limitation).

- *wherein said first control section of said master specification comprises at least one variable control, and said second control section of said first subordinate web page specification supplies a control value for one of said at least one variable control* (see Fig. 6, #362 and column 17, lines 36-42),

- *wherein said first subordinate web page specification further specifies other control information in said second control section* (see Fig. 6, #362 and column 17, lines 36-42).

- *said generating of said first resultant web page further comprises merging said other control information into said first control section,* (see Fig. 6, #362)

This teaching of Ferrel is interpreted to encompass applicant's limitations in

that the "caption control" #362 is that of a "first control section of said master

specification comprising at least one variable control". The value for the caption

control is than supplied by the first subordinate content specification, thus, the

"first subordinate specifications" specifies the control information.

However, Ferrel fails to expressly disclose the subordinate content

specifications comprising subordinate styles and the pages are generated by

merging the subordinate style and the common style. Brintzenhofe teaches

the following:

- *defining a first subordinate content specification comprising a first*

  subordinate style, (pg. 10, paragraph [0118]), i.e. the content facet

  contains a property named text which has a value a pointer to a text string

  containing the text for the footer. The design facet for this footer

  component includes the properties Text Face, Text Attribute, Justification

  and Relative Size*;*

- *defining a second subordinate content specification comprising a second*

  subordinate style, (pg. 10, paragraph [0118]), i.e. the content facet

  contains a property named text which has a value a pointer to a text string

  containing the text for the footer. The design facet for this footer

  component includes the properties Text Face, Text Attribute, Justification

  and Relative Size*;*

- *generating said first and second resultant web pages with said first*

  contents being placed and styled in accordance with said common content

  placement and a first merged style that comprises the first subordinate

  style merged into the common style, and said second content being

  placed and styled in accordance with said common content placement and

  a second merged style that comprises the second subordinate style

  merged into the common style, (pg. 10, paragraph [0118]), i.e. the media

  facet for this component includes the properties X Position, Y Position,

  Width and Height, which help to define the geographical region on a page

where this footer may appear (further see Brintzenhofe's teaching in page

2, paragraphs [0011] – [0014] for discussion on automatic rendering of

pages).

The examiner interprets Brintzenhofe's teaching of a content facet with an

associated design facet to encompass applicant's "subordinate content

specification comprising a first subordinate style". As may be seen in

Brintzenhofe 's Fig. 7, the design facet contains properties such as text face and

text attributes. The media facet describes the position, therefore layout, of the

different components. Therefore, upon rendering the component, Brintzenhofe's

method merges the design facet (part of the subordinate content specification)

with the media facet thus creating a merged style.

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to have modified the content of Ferrel with the content and

design facets of Brintzenhofe. One of ordinary skill in the art would have been

motivated to have made such modifications because both Ferrel and

Brintzenhofe are analogous art in the field of automatically generating pages

using content and layouts.

Furthermore, Ferrel does not explicitly teach that the common style comprises

variable controls, the first subordinate style specifies first subordinate control

values, and the first subordinate control values are supplied to the variable

controls. Smith teaches the following:

the common style comprises variable controls. See column 14, line 50 –

column 15, line 53 where Smith contains a layout object which specifies the

overall layout of a newspaper web site but does not specify certain attributes of

objects within the layout*;*

a first subordinate style specified as first subordinate control values. See

column 16, lines 22-59 where Smith describes a content object which may be, for

example, text content. This content object may further specify subordinate

control values such as font, spacing, justification, etc.*; and*

wherein the generating comprises supplying the first subordinate control

values as the variable controls, (abstract), i.e. an object-oriented document

management and production system in which documents are represented as

collections of logical components, or "objects", that may be combined and

physically mapped onto a page-by-page layout.

It would have been obvious to have further modified the page generation

method of Ferrel in view of Brintzenhofe with the data objects of Smith. One of

ordinary skill in the art would have been motivated to have made such further

modifications because as both Ferrel and Smith are methods of applying content

to a layout. Furthermore, both Ferrel and Smith discuss possessing a font

attribute, the modification of Ferrel would than possess said attribute in the

content file as opposed to the style sheet.

Claims 20 and 21:

Claims 20 and 21 correspond to Claims 13 and 14, respectively. Thus, Ferrel discloses every limitation of Claims 20 and 21, as indicated in the above rejections for Claims 13 and 14.

Claim 22:

Ferrel discloses a web page generation method (see Column 1, Lines 5-7), comprising:

- receiving a master specification defining a design for one or more resultant web pages to be generated (as discussed in the above rejection for Claim 6, Ferrel discloses this limitation), specifying in a first control section at least one of style and navigation arrangement (as discussed in the above rejections for Claims 1 and 6, Ferrel discloses specifying "style" and "navigation arrangement;" Ferrel discloses a "first control section" that specifies "style" and "navigation arrangement" in that the multimedia publishing system includes templates and style sheets that specify the "style" and the "navigation arrangement" for a particular web page; for example, in Figure 8, Ferrel discloses templates and style sheets for a "Front Page" section and a "Business" section) and, in a first content section, first content placement for each of the one or more resultant web pages to be generated (as discussed in the above rejections for Claims 1 and 6, Ferrel discloses specifying a "first content placement" for multiple web pages that are to be generated; Ferrel discloses a "first content

section" in that the multimedia publishing system includes controls that

specify which particular content object is poured into the each container);

- receiving a first subordinate web page specification defining first content

for a first resultant web page to be generated (as discussed in the above

rejection for Claim 6, Ferrel discloses this limitation), referencing in a

second control section the master specification for content placement and

at least one of style and common navigation (see Figures 8, 9 and 14; see

Column 18, Line 63 through Column 20, Line 62 – Ferrel discloses this

limitation in that the story object references the associated control and the

corresponding style sheet to determine the "style" in which to display the

content, to access the formatting provided by the style sheets and to

determine what content to display on the web page and where to display

said content on said page; moreover, in Column 16, Lines 56-60, Ferrel

referenced a copending application, now US Patent 6,230,173, which

discloses the authoring and processing of "content objects;" US

6,230,173, also invented by Ferrel, expressly discloses: 1) the content

objects reference style sheets before being rendered on the page, 2)

when content objects are authored, they are given formatting tags that link

them to the appropriate style sheets; these "formatting tags" are the

"second control section;" thus, Ferrel discloses a "subordinate web page

specification" that includes a "second control section" referencing the

master specification for style, navigation and content placement"), and

specifying in a second content section said first content (the story objects

"specify the first content in a second content section" in that the story

objects include the content to be displayed on the web pages);

- generating a merged specification in response to receiving a uniform

  resource locator request for the first or the second resultant web pages,

  wherein the merged specification corresponds to a web site that

  comprises the first and second resultant web pages (see column 3, lines

  8-19 – Ferrel discloses that the content is poured into the page when a

  title is displayed on the customer's computer, a customer must first

  request a title before it is displayed; furthermore, see column 33, lines 25-

  45, where Ferrel discloses that content is not reformatted when

  instantiated by the viewer, it is only displayed in various formats by

  referencing the document tags to the linked style sheet); and

- generating said first resultant web page, adopting said first control section

  and first content section of said first subordinate web page specification

  and merging said specified first content into said first content section,

  resulting with said first content being placed, styled and/or having a

  common navigation arrangement in accordance with said common

  placement and at least one of said style and said navigation arrangement

  specified by said master specification, wherein said first and second

  resultant web pages are rendered in accordance with the merged

  specification (see Figures 8, 9 and 14; see Column 18, Line 63 through

  Column 20, Line 62 – Ferrel discloses this limitation as clearly indicated in

  the cited figure and text).

- *wherein said first control section of said master specification comprises at least one variable control, and said second control section of said first subordinate web page specification supplies a control value for one of said at least one variable control* (see Fig. 6, #362 and column 17, lines 36-42),

- *wherein said first subordinate web page specification further specifies other control information in said second control section* (see Fig. 6, #362 and column 17, lines 36-42).

- *said generating of said first resultant web page further comprises merging said other control information into said first control section,* (see Fig. 6, #362)

This teaching of Ferrel is interpreted to encompass applicant's limitations in that the "caption control" #362 is that of a "first control section of said master specification comprising at least one variable control". The value for the caption control is than supplied by the first subordinate content specification, thus, the "first subordinate specifications" specifies the control information.

However, Ferrel fails to expressly disclose the subordinate content specifications comprising subordinate styles and the pages are generated by merging the subordinate style and the common style. Brintzenhofe teaches the following:

- *defining a first subordinate content specification comprising a first subordinate style,* (pg. 10, paragraph [0118]), i.e. the content facet contains a property named text which has a value a pointer to a text string

containing the text for the footer. The design facet for this footer

component includes the properties Text Face, Text Attribute, Justification

and Relative Size;

- *defining a second subordinate content specification comprising a second*

  subordinate style, (pg. 10, paragraph [0118]), i.e. the content facet

  contains a property named text which has a value a pointer to a text string

  containing the text for the footer. The design facet for this footer

  component includes the properties Text Face, Text Attribute, Justification

  and Relative Size;

- *generating said first and second resultant web pages with said first*

  contents being placed and styled in accordance with said common content

  placement and a first merged style that comprises the first subordinate

  style merged into the common style, and said second content being

  placed and styled in accordance with said common content placement and

  a second merged style that comprises the second subordinate style

  merged into the common style, (pg. 10, paragraph [0118]), i.e. the media

  facet for this component includes the properties X Position, Y Position,

  Width and Height, which help to define the geographical region on a page

  where this footer may appear (further see Brintzenhofe's teaching in page

  2, paragraphs [0011] – [0014] for discussion on automatic rendering of

  pages).

The examiner interprets Brintzenhofe's teaching of a content facet with an

associated design facet to encompass applicant's "subordinate content

specification comprising a first subordinate style". As may be seen in

Brintzenhofe 's Fig. 7, the design facet contains properties such as text face and

text attributes. The media facet describes the position, therefore layout, of the

different components. Therefore, upon rendering the component, Brintzenhofe's

method merges the design facet (part of the subordinate content specification)

with the media facet thus creating a merged style.

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to have modified the content of Ferrel with the content and

design facets of Brintzenhofe. One of ordinary skill in the art would have been

motivated to have made such modifications because both Ferrel and

Brintzenhofe are analogous art in the field of automatically generating pages

using content and layouts.

Furthermore, Ferrel does not explicitly teach that the common style comprises

variable controls, the first subordinate style specifies first subordinate control

values, and the first subordinate control values are supplied to the variable

controls. Smith teaches the following:

the common style comprises variable controls. See column 14, line 50 –

column 15, line 53 where Smith contains a layout object which specifies the

overall layout of a newspaper web site but does not specify certain attributes of

objects within the layout;

a first subordinate style specified as first subordinate control values. See

column 16, lines 22-59 where Smith describes a content object which may be, for

example, text content. This content object may further specify subordinate

control values such as font, spacing, justification, etc.*; and*

wherein the generating comprises supplying the first subordinate control

values as the variable controls, (abstract), i.e. an object-oriented document

management and production system in which documents are represented as

collections of logical components, or "objects", that may be combined and

physically mapped onto a page-by-page layout.

It would have been obvious to have further modified the page generation

method of Ferrel in view of Brintzenhofe with the data objects of Smith. One of

ordinary skill in the art would have been motivated to have made such further

modifications because as both Ferrel and Smith are methods of applying content

to a layout. Furthermore, both Ferrel and Smith discuss possessing a font

attribute, the modification of Ferrel would than possess said attribute in the

content file as opposed to the style sheet.

Claim 26:

Modified Ferrel discloses the method of Claim 22, wherein:

- said master specification further specifies in a second content section,

  second content placement for each of the one or more resultant web

  pages to be generated, and said first subordinate web page referencing

  said first content section of said master specification for said first content

  placement (as specified in the above rejection for Claim 1, the template in

Ferrel discloses "content placement" for both the first and second web

pages; thus, Ferrel discloses a first content section that identifies a first

content placement for the first web page and a second content section

that identifies a second content placement for the second web page);

- said method further comprises receiving a second subordinate web page

  specification defining second content for said second content placement

  for said first resultant web page to be generated, referencing in a third

  control section the second content placement of the master specification

  for content placement and at least one of style and common navigation,

  and specifying in a third content section said second content (as specified

  in the above rejection for Claim 1, the template in Ferrel discloses "content

  placement" for both the first and second web pages; thus, Ferrel discloses

  a third content section that identifies a second content for a second

  content placement for the first web page in a second web page

  specification and a third control section that identifies a second content

  placement for the second web page that specifies the style, common

  navigation and content placement of the second content); and

- said generating of said first resultant web page further comprises merging

  said specified second content into said second content section, resulting

  with said second content being placed, styled and/or having a common

  navigation arrangement in accordance with said common placement and

  at least one of style and navigation arrangement specified by said master

specification (as indicated in the above rejection for Claim 1, Ferrel

discloses this limitation).

Claim 28:

Ferrel discloses an apparatus for generating a web page (see Column 1,

Lines 5-7), comprising:

- storage medium having stored therein a plurality of programming

  instructions which, when executed, operate the apparatus to (as indicated

  in the above rejection for Claim 19, Ferrel discloses this limitation):

  - receive a master specification defining a design for one or more

    resultant web pages to be generated, specifying in a first control

    section at least one of common style and navigation arrangement,

    and in a first content section content placement for each of the one

    or more resultant web pages to be generated (as indicated in the

    above rejection for Claim 22, Ferrel discloses this limitation),

  - receive a first subordinate web page specification defining first

    content for a first resultant web page to be generated, referencing

    in a second control section the master specification (as indicated in

    the above rejection for Claim 22, Ferrel discloses this limitation),

    deferring to the master specification for content placement and at

    least one of style and common navigation (as indicated in the

    above rejection for Claim 19, Ferrel discloses this limitation), and

specifying in a second content section said first content (as
indicated in the above rejection for Claim 22, Ferrel discloses this
limitation),

- o generating a merged specification in response to receiving a
  uniform resource locator request for the first or the second resultant
  web pages, wherein the merged specification corresponds to a web
  site that comprises the first and second resultant web pages (see
  column 3, lines 8-19 – Ferrel discloses that the content is poured
  into the page when a title is displayed on the customer's computer,
  a customer must first request a title before it is displayed;
  furthermore, see column 33, lines 25-45, where Ferrel discloses
  that content is not reformatted when instantiated by the viewer, it is
  only displayed in various formats by referencing the document tags
  to the linked style sheet); and

- o generate said first resultant web page, adopting said first control
  section and first content section of said master specification and
  merging said specified first content into said first content section,
  resulting with said first content being placed, styled and/or having a
  common navigation arrangement in accordance with said common
  placement and at least one of style and navigation arrangement
  specified by said master specification, wherein said first and
  second resultant web pages are rendered in accordance with the

merged specification (as indicated in the above rejection for Claim

22, Ferrel discloses this limitation); and

- a processor coupled to the storage medium to execute the programming

  instructions (as indicated in the above rejection for Claim 16, Ferrel

  discloses this limitation).

- *wherein said first control section of said master specification comprises at*

  least one variable control, and said second control section of said first

  subordinate web page specification supplies a control value for one of said

  at least one variable control (see Fig. 6, #362 and column 17, lines 36-42),

- *wherein said first subordinate web page specification further specifies*

  other control information in said second control section (see Fig. 6, #362

  and column 17, lines 36-42).

- *said generating of said first resultant web page further comprises merging*

  said other control information into said first control section, (see Fig. 6,

  #362)

This teaching of Ferrel is interpreted to encompass applicant's limitations in

that the "caption control" #362 is that of a "first control section of said master

specification comprising at least one variable control". The value for the caption

control is than supplied by the first subordinate content specification, thus, the

"first subordinate specifications" specifies the control information.

However, Ferrel fails to expressly disclose the subordinate content

specifications comprising subordinate styles and the pages are generated by

merging the subordinate style and the common style. Brintzenhofe teaches the following:

- *the first subordinate web page specification comprises a first subordinate style*, (pg. 10, paragraph [0118]), i.e. the content facet contains a property named text which has a value a pointer to a text string containing the text for the footer. The design facet for this footer component includes the properties Text Face, Text Attribute, Justification and Relative Size*;*

- *generating said first resultant web pages with said first contents being placed and styled in accordance with said common content placement and a first merged style that comprises the first subordinate style merged into the common style, and said second content being placed and styled in accordance with said common content placement and a second merged style that comprises the second subordinate style merged into the common style*, (pg. 10, paragraph [0118]), i.e. the media facet for this component includes the properties X Position, Y Position, Width and Height, which help to define the geographical region on a page where this footer may appear (further see Brintzenhofe's teaching in page 2, paragraphs [0011] – [0014] for discussion on automatic rendering of pages).

The examiner interprets Brintzenhofe's teaching of a content facet with an associated design facet to encompass applicant's "subordinate content specification comprising a first subordinate style". As may be seen in Brintzenhofe's Fig. 7, the design facet contains properties such as text face and

text attributes. The media facet describes the position, therefore layout, of the different components. Therefore, upon rendering the component, Brintzenhofe's method merges the design facet (part of the subordinate content specification) with the media facet thus creating a merged style.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified the content of Ferrel with the content and design facets of Brintzenhofe. One of ordinary skill in the art would have been motivated to have made such modifications because both Ferrel and Brintzenhofe are analogous art in the field of automatically generating pages using content and layouts.

Furthermore, Ferrel does not explicitly teach that the common style comprises variable controls, the first subordinate style specifies first subordinate control values, and the first subordinate control values are supplied to the variable controls. Smith teaches the following:

the common style comprises variable controls. See column 14, line 50 – column 15, line 53 where Smith contains a layout object which specifies the overall layout of a newspaper web site but does not specify certain attributes of objects within the layout*;*

a first subordinate style specified as first subordinate control values. See column 16, lines 22-59 where Smith describes a content object which may be, for example, text content. This content object may further specify subordinate control values such as font, spacing, justification, etc.*; and*

wherein the generating comprises supplying the first subordinate control

values as the variable controls, (abstract), i.e. an object-oriented document

management and production system in which documents are represented as

collections of logical components, or "objects", that may be combined and

physically mapped onto a page-by-page layout.

It would have been obvious to have further modified the page generation

method of Ferrel in view of Brintzenhofe with the data objects of Smith. One of

ordinary skill in the art would have been motivated to have made such further

modifications because as both Ferrel and Smith are methods of applying content

to a layout. Furthermore, both Ferrel and Smith discuss possessing a font

attribute, the modification of Ferrel would than possess said attribute in the

content file as opposed to the style sheet.

Claim 32:

As indicated in the above discussion, Ferrel discloses every limitation of

Claim 28.

This claim corresponds to Claim 26. Thus, Ferrel discloses every

limitation of Claim 32, as indicated in the above rejection for Claim 26.

Claim 33:

As indicated in the above discussion, Ferrel discloses every limitation of

Claim 28.

This claim corresponds to Claim 27. Thus, Ferrel discloses every

limitation of Claim 33, as indicated in the above rejection for Claim 27.

Claims 25 and 31 are rejected under 35 U.S.C. 103(a) as being unpatentable

over Ferrel in view of Brintzenhofe in view of Smith, and further in view of

Keating, U.S. Patent Application Publication US 2002/0052895.

Claim 25:

As indicated in the above discussion, Modified Ferrel discloses every

limitation of Claim 22. Ferrel also discloses:

- said master specification and said first subordinate web page specification

  express the respective specifications having language elements for

  specifying control information in a control section (as discussed in the

  above rejections for Claims 5 and 8, Ferrel discloses these limitations);

- said master specification specifies said content placement (as discussed

  in the above rejection for Claim 6, Ferrel discloses this limitation) by

  specifying within said design specification the content that is to be

  included from a referencing subordinate web page specification (as

  discussed in the above rejections for Claims 6 and 11, Ferrel discloses

  this limitation); and

- said first subordinate web page specification specifying said first content within said first subordinate web page specification (as discussed in the above rejection for Claim 6, Ferrel discloses this limitation); and

- said generating of said first resultant web page comprises merging the content of the subordinate web page specification into the design specification (as discussed in the above rejection for Claim 14, Ferrel discloses this limitation).

Ferrel fails to expressly disclose:

- said master specification and said first subordinate web page specification being written in XHTML.

Keating teaches a web page generation method (see Paragraphs 0001-0003), wherein:

- a master specification and a first subordinate web page specification are written in XHTML (see Paragraphs 0010 and 0032),

for the purpose of maintaining compatibility with HTML 4 browsers (see Paragraph 0007).

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the method, disclosed in Ferrel, to include:

- a master specification and a first subordinate web page specification that are written in XHTML,

for the purpose of maintaining compatibility with HTML 4 browsers, as taught in Keating.

Ferrel, in view of Keating, fails to expressly disclose:

- said master specification specifying within said design specification *a
  <body> section* whose content is to be included from a referencing
  subordinate web page specification;

- said first subordinate web page specification specifying said first content
  by specifying within said first subordinate web page specification *a <body>
  section*; and

- merging the content of the <body> section of the subordinate web page
  specification into the <body> section of the design specification.

However, the <BODY> tag of an HTML document comprises the content of the web page including what content is to be placed on the web page and where on the web page to put the content. One of ordinary skill in the art, a web page author, would have typically included all references to content objects that are to be displayed on a web page inside the <BODY> section of the template. Thus, at the time the invention was made, it would have been obvious to one of ordinary skill in the art to:

- specify within said design specification of said master specification a
  <body> section whose content is to be included from a referencing
  subordinate web page specification;

- specify said first content of said first subordinate web page specification

  by specifying within said first subordinate web page specification a <body>

  section; and

- merging the content of the <body> section of the subordinate web page

  specification into the <body> section of the design specification,

for the purpose of specifying the particular content to be included on the web

pages that are generated using templates and associated content objects.

Claim 31:

As indicated in the above discussion, Ferrel discloses every limitation of

Claim 28.

Additionally, this claim corresponds to Claim 25. Thus, Ferrel, in view of

Keating, discloses/teaches every limitation of Claim 31, as indicated in the

above rejection for Claim 25.

Claims 24 and 30 are rejected under 35 U.S.C. 103(a) as being unpatentable

over Ferrel in view of Brintzenhofe in view of Smith, and further in view of Lie

et al., "*Cascading Style Sheets, level 1*" **W3C Recommendation** 17 Dec

1996, revised 11 Jan 1999 (www.w3.org/TR/CSS1) and Keating.

Claim 24:

As indicated in the above discussion, Modified Ferrel discloses every

limitation of Claim 22.

Ferrel fails to disclose:

- said master specification and said first subordinate web page specification

    express the respective specifications using XHTML having a <head>

    section for specifying control information;

- said specification of at least one of a common style and a navigation

    arrangement comprises specifying at least one of a reference to a style

    definition and a reference to a navigation arrangement in the <head>

    section of the design specification; and

- said generating of said first resultant web page comprises adopting said

    <head> section of said design specification.

    Lie teaches a web page generation method (see "Abstract" on Page 1 of

    70), comprising:

- a master specification and a first subordinate web page specification

    expressing the respective specifications using HTML having a <head>

    section for specifying control information (see "Containment in HTML" on

    Page 6 of 70 – the HTML document includes "control information," links to

    the associated style sheet, in the <HEAD> section);

- said specification of at least one of a common style and a navigation

    arrangement comprises specifying at least one of a reference to a style

    definition and a reference to a navigation arrangement in the <head>

section of the design specification (see "Containment in HTML" on Page 6

of 70 – reference to the associated style sheet comprises a "reference to a

style definition"); and

- said generating of said first resultant web page comprises adopting said

  <head> section of said design specification (generation of the web page

  results in the "adoption" of the "style definition" specified through reference

  to the associated style sheet in the <HEAD> section),

for the purpose of linking the HTML document to the associated style sheets

so as to control the way the web page is presented.

Accordingly, it would have been obvious to one having ordinary skill in the

art at the time the invention was made to modify the method, disclosed in

Ferrel, to include:

- said master specification and said first subordinate web page specification

  express the respective specifications using HTML having a <head>

  section for specifying control information;

- said specification of at least one of a common style and a navigation

  arrangement comprises specifying at least one of a reference to a style

  definition and a reference to a navigation arrangement in the <head>

  section of the design specification; and

- said generating of said first resultant web page comprises adopting said

  <head> section of said design specification, for the purpose of linking the

HTML document to the associated style sheets so as to control the way

the web page is presented, as taught in Lie.

Modified Ferrel, in view of Lie, fails to disclose a master specification and

a first subordinate web page specification written in XHTML.

Keating teaches a web page generation method (see Paragraphs 0001-

0003), wherein:

- a master specification and a first subordinate web page specification are

  written in XHTML (see Paragraphs 0010 and 0032), for the purpose of

  maintaining compatibility with HTML 4 browsers (see Paragraph 0007).

  Accordingly, it would have been obvious to one having ordinary skill in the

art at the time the invention was made to modify the method, disclosed in

Ferrel, in view of Lie, to include:

- a master specification and a first subordinate web page specification that

  are written in XHTML, for the purpose of maintaining compatibility with

  HTML 4 browsers, as taught in Keating.

Claim 30:

As indicated in the above discussion, Modified Ferrel discloses every

limitation of Claim 28.

Additionally, this claim corresponds to Claim 24. Thus, Ferrel, in view of

Lie and Keating, disclose/teach every limitation of Claim 30, as indicated in

the above rejection for Claim 24.

Response to Arguments

Applicant's arguments filed 11/4/2010 have been fully considered but they

are not persuasive. The examiner's interpretations on the argued limitations are

recited above with regard to the rejections of said limitations.

Conclusion

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of

time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire

THREE MONTHS from the mailing date of this action. In the event a first reply is

filed within TWO MONTHS of the mailing date of this final action and the advisory

action is not mailed until after the end of the THREE-MONTH shortened statutory

period, then the shortened statutory period will expire on the date the advisory

action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be

calculated from the mailing date of the advisory action. In no event, however, will

the statutory period for reply expire later than SIX MONTHS from the mailing

date of this final action.

Any inquiry concerning this communication or earlier communications from

the examiner should be directed to GREGORY A. DISTEFANO whose telephone

number is (571)270-1644. The examiner can normally be reached on Monday

through Friday, 9 a.m. - 5 p.m.

If attempts to reach the examiner by telephone are unsuccessful, the

examiner's supervisor, William Bashore can be reached on 571-272-4088. The

fax phone number for the organization where this application or proceeding is

assigned is 571-273-8300.

Information regarding the status of an application may be obtained from

the Patent Application Information Retrieval (PAIR) system. Status information

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Representative or access to the automated information system, call 800-786-

9199 (IN USA OR CANADA) or 571-272-1000.

/GREGORY A DISTEFANO/
Examiner, Art Unit 2175
1/18/2011

/William L. Bashore/
Supervisory Patent Examiner, Art Unit 2175